

ABSTRACT

This research is caused by the existence of business phenomenon that is being experienced by Nescafe coffee products. The purpose of this study is to analyze the element of advertising on buying interest as a basis of purchase decision Nescafe coffee products.

This population that used in this study is Nescafe coffee consumers whose numbers are not known with certainty. Samples amounted to 100 respondents with sampling technique using accidental sampling, i.e. choosing and visiting respondents directly by chance. This study uses a gradual regression analysis tool.

The result obtained that the endorser, advertising creativity and advertising attractiveness have a positive and significant effect on buying interest, then buying interest has a positive and significant effect on buying interest, then buying interest has positive and significant impact on purchasing decision. The result of the research have implication for the enhanced advertising elements can affect consumer buying interest that impact on purchasing decisions.

Keywords: Endorsers, Advertising, Creativity, Advertising Appeal, Buying Interest, and Purchasing Decisions.